TONY ROBBINS

MASTERING INFLUENCE® Power Tools

Dear friend,

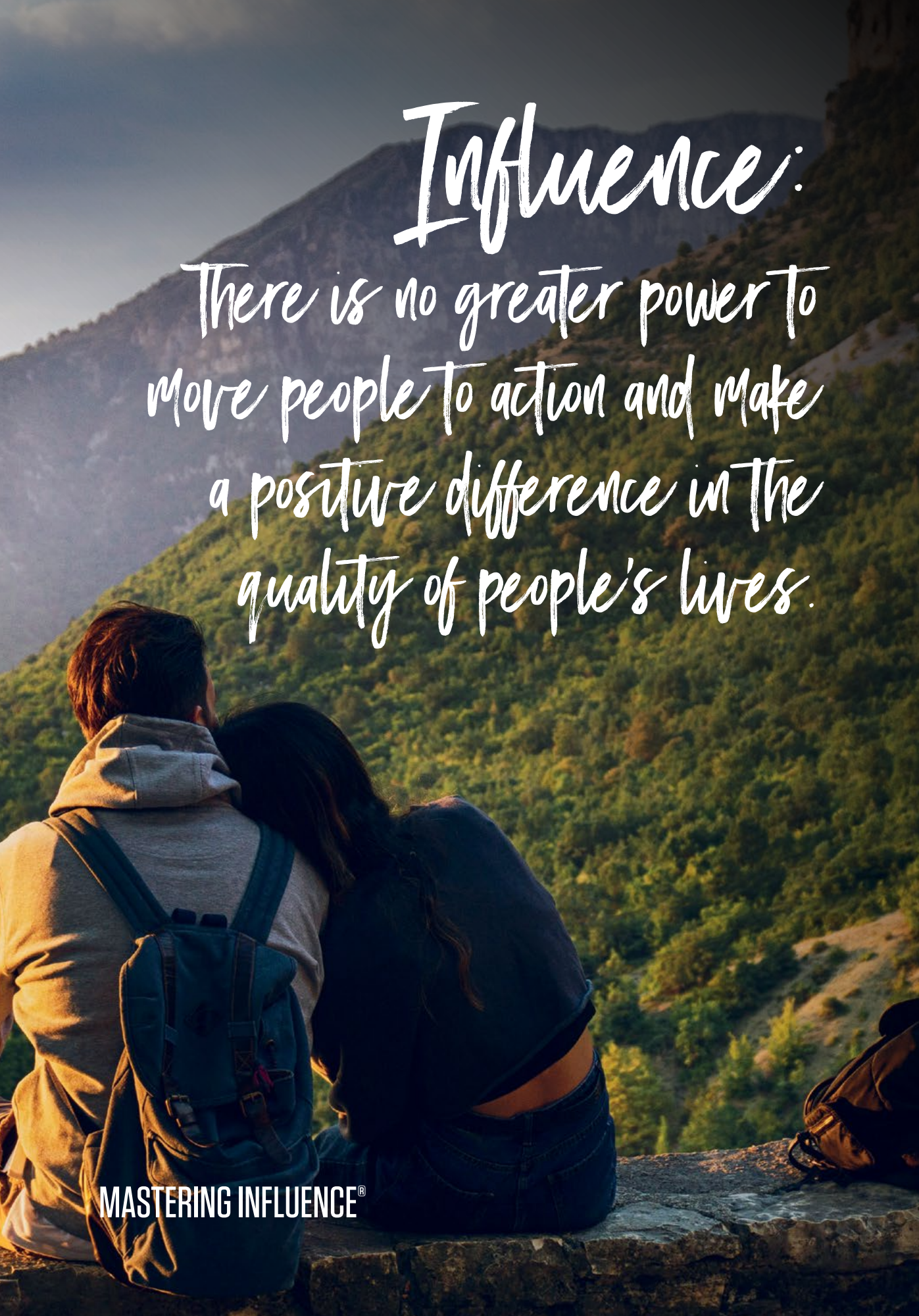
Everything you've accomplished – and everything you strive to achieve – comes from your power to influence. Whether you're a sales professional eager to get to the top of the board, a new CEO determined to boost company morale, or a parent wanting to positively impact your kids, your ability to connect and influence will undoubtedly reap your greatest rewards.

These Power Tools flashcards were designed for you to take with you on the run – to support you with sales calls, important meetings, or meaningful events in your personal life. Simply choose the cards with the skills you're currently working on and carry them with you as you become a master influencer.

Remember, every situation you encounter is affected by your ability to influence.

Live with Passion!

Tony Robbins


Influence:
There is no greater power to move people to action and make a positive difference in the quality of people's lives.
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5 STEPS TO MASTERY

1. Initial Impact
2. Repetition
3. Utilization
4. Integration
5. Reinforcement

REPETITION IS THE MOTHER OF SKILL.

4 STEPS TO LEARNING

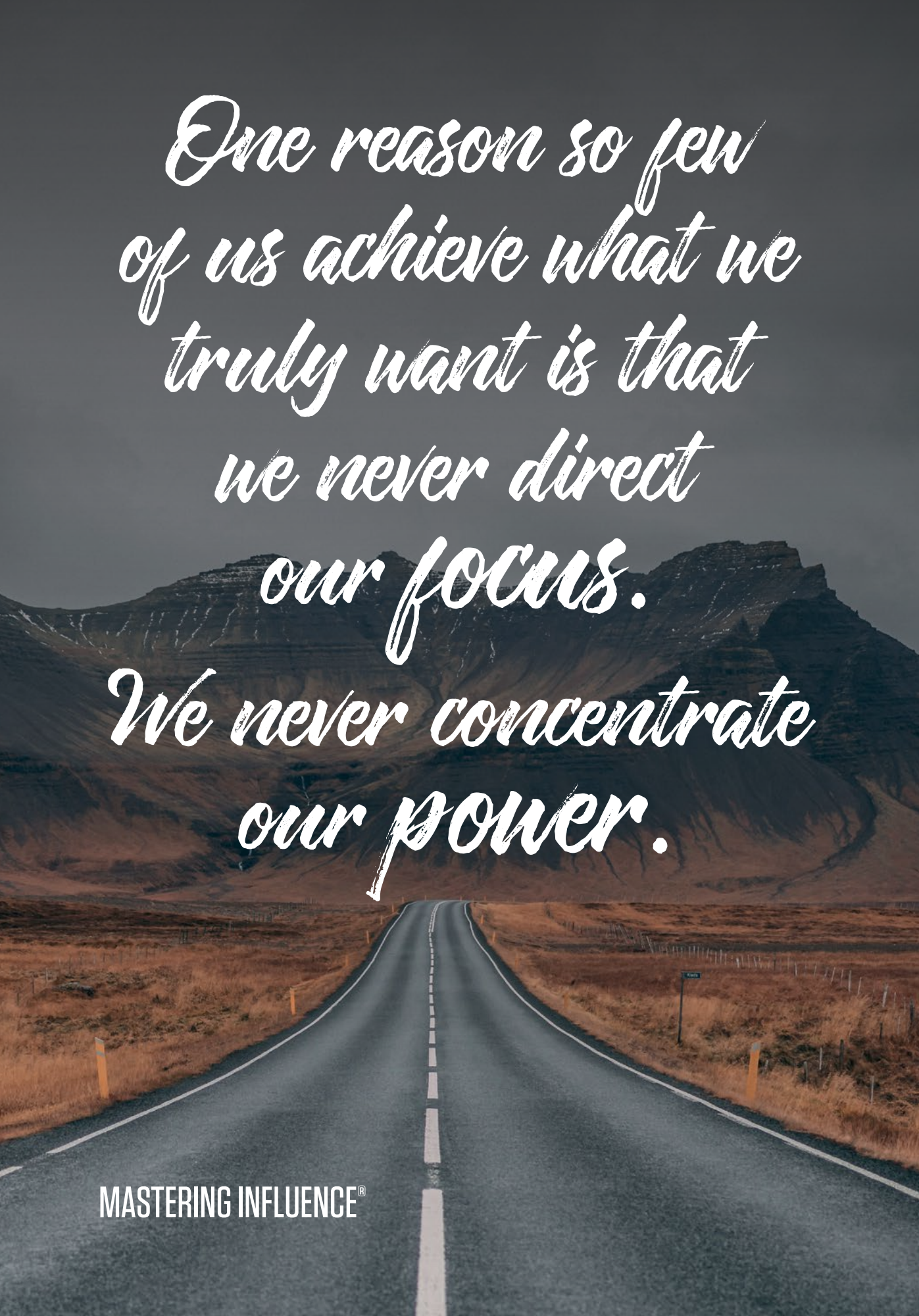
1. **Unconscious Incompetence**
   ("I don't know what I don't know.")
2. **Conscious Incompetence**
   ("I know what I don't know.")
3. **Conscious Competence**
   ("I know what to do and it takes effort to do it.")
4. **Unconscious Competence**
   ("I know what to do and it's effortless to do it.")

80% OF SUCCESS AND INFLUENCE IS FINDING A BIG ENOUGH WHY – 20% IS FIGURING OUT HOW.

10 STRATEGIES OF TOP SELLERS

They have the ability to:

1. Affect their own emotional state
2. Manage the customer's state
3. Prepare themselves physically and emotionally
4. Prospect effectively and enjoy the process
5. Build trust
6. Create and sustain interest
7. Qualify prospects – Probe for problems
8. Justify buying
9. Close the sale and obtain commitment
10. Button up the sale and create leverage


One reason so few
of us achieve what we
truly want is that
we never direct
our focus.
We never concentrate
our power.
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THE PROCESS OF SELLING

Step 1: Find a deep want or interest.

Step 2: Disturb them.

Step 3: Show them how to heal their discomfort by using your product.

TWO FORCES DRIVE ALL HUMAN BEHAVIOR: THE DESIRE TO AVOID *PAIN* AND THE DESIRE TO GAIN *PLEASURE*. PEOPLE WILL DO FAR MORE TO AVOID PAIN THAN TO GET PLEASURE.

AN UNDISTURBED PROSPECT WILL NOT BUY

Persuasion is the process of getting your customers to associate *not buying* to pain.

ERBN:
Emotional Reasons to Buy Now

LRBN:
Logical Reasons to Buy Now

DRAB:
Dominant Reasons to Avoid Buying

PRIMARY TOOLS OF INFLUENCE

1. Rapport
2. Questions
3. Personal Congruency
4. State Management

BUYING IS JUST THE TRANSFERENCE OF EMOTION.

2 KINDS OF BELIEFS

Global beliefs:

I am _____.

People are _____.

Life is _____.

Insects are _____.

Rules:

If I _____, then it will mean _____.

DISCOVER THE PROSPECT'S BELIEFS AND ALIGN WITH THEM, DON'T ATTACK THEM.

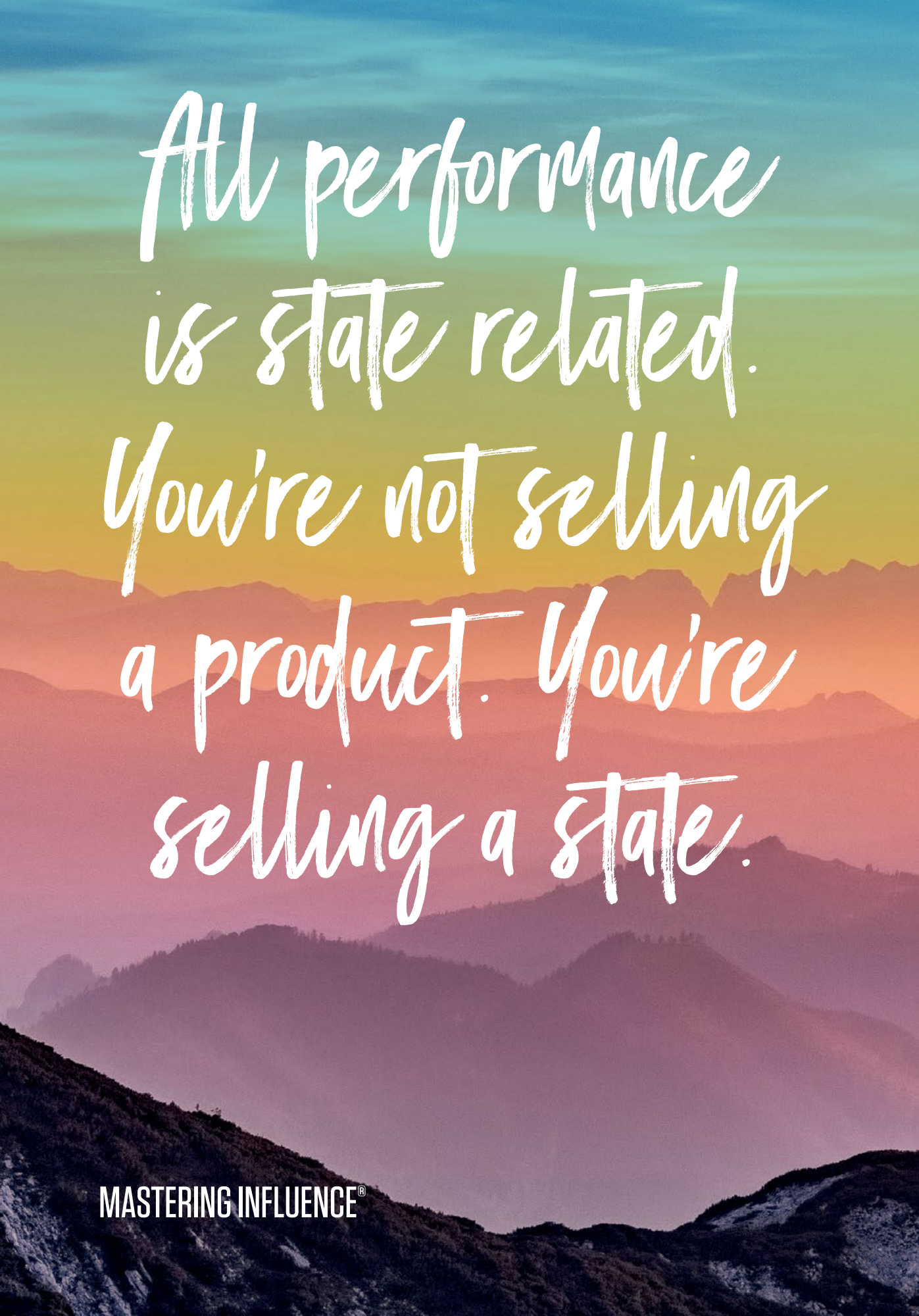
5 QUESTIONS CUSTOMERS ASK THEMSELVES

1. Does the salesperson have my best interests in mind?
2. What will this product mean to me?
3. Is it worth it to me? What will I have to give up?
4. What will other people think or say?
5. Do I really need it now?

3 WAYS TO CHANGE YOUR STATE

1. Change your Physiology.
2. Control your Focus.
3. Develop a Results Ritual: QSP (Questions, Swish Patterns, Power Moves).

IN ANY SITUATION, THE PERSON WHO FEELS THE MOST CERTAIN WILL BE THE PERSON WHO INFLUENCES MOST.


All performance is state related. You're not selling a product. You're selling a state.
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10 STEPS TO SALES MASTERY

Phase I: Engage!

1. Prepare & Do Your Homework
2. Turn Yourself On
3. Make Contact & Get Their Attention
4. Connect & Become Their Best Friend
5. Create Interest

Phase II: Enroll!

6. Qualify Them – Probe for Problems
7. Create Conviction & Test Close

Phase III: Compel!

8. Make It Real & Assume the Sale
9. Convert Objections to Commitments
10. Make It Easy & Create a Future

6 KEYS TO PREPARATION

1. Know who the customers are and anticipate their needs or hurts.
2. Know your own product and its advantages and disadvantages.
3. Know your competition.
4. Know all the potential objections and have answers ready in advance.
5. Expect the best and prepare for the worst.
6. Create demand.

5 KEYS TO MAKING EFFECTIVE CONTACT

1. Set specific goals.
2. Be creative, playful, fun, and outrageous.
3. Have a plan for what you're going to say.
4. Get referrals.
5. Do it massively.

WHAT STOPS PEOPLE FROM MAKING CONTACT?

1. They're not prepared.
2. They're not in a peak state.
3. They think they're an interruption.

YOU'RE ONLY AN INTERRUPTION UNTIL YOU GET THEIR ATTENTION.

SCREAM PIGS!

Smile

Compliment

Referral

Exhibit

Ask

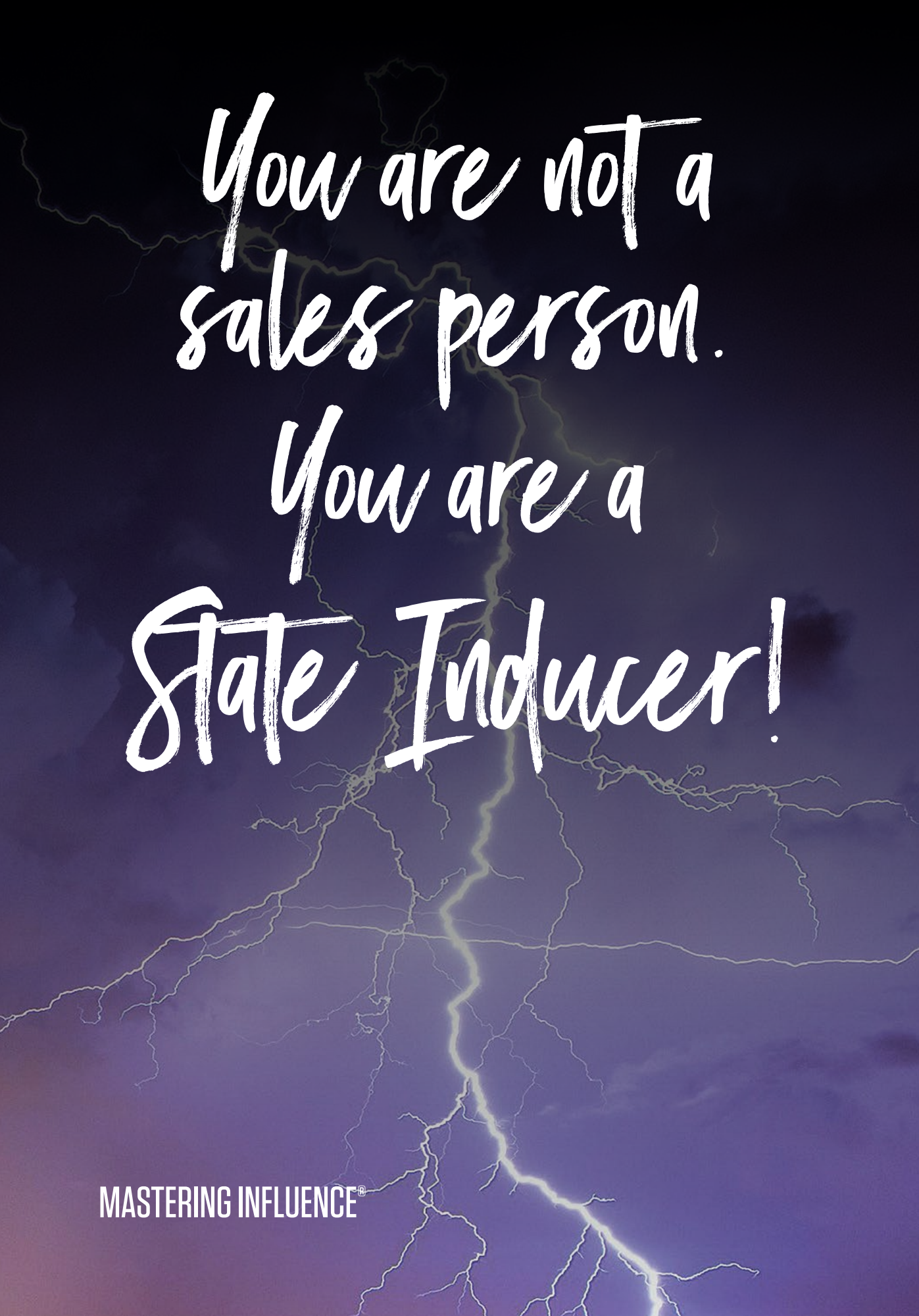
Mystery

Poll

Information

Gifts

Startle


You are not a
sales person.
You are a
State Inducer!
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COMPLIMENTS CREATE POWER

1. State the compliment.
2. Justify the compliment.
3. Immediately ask a question.

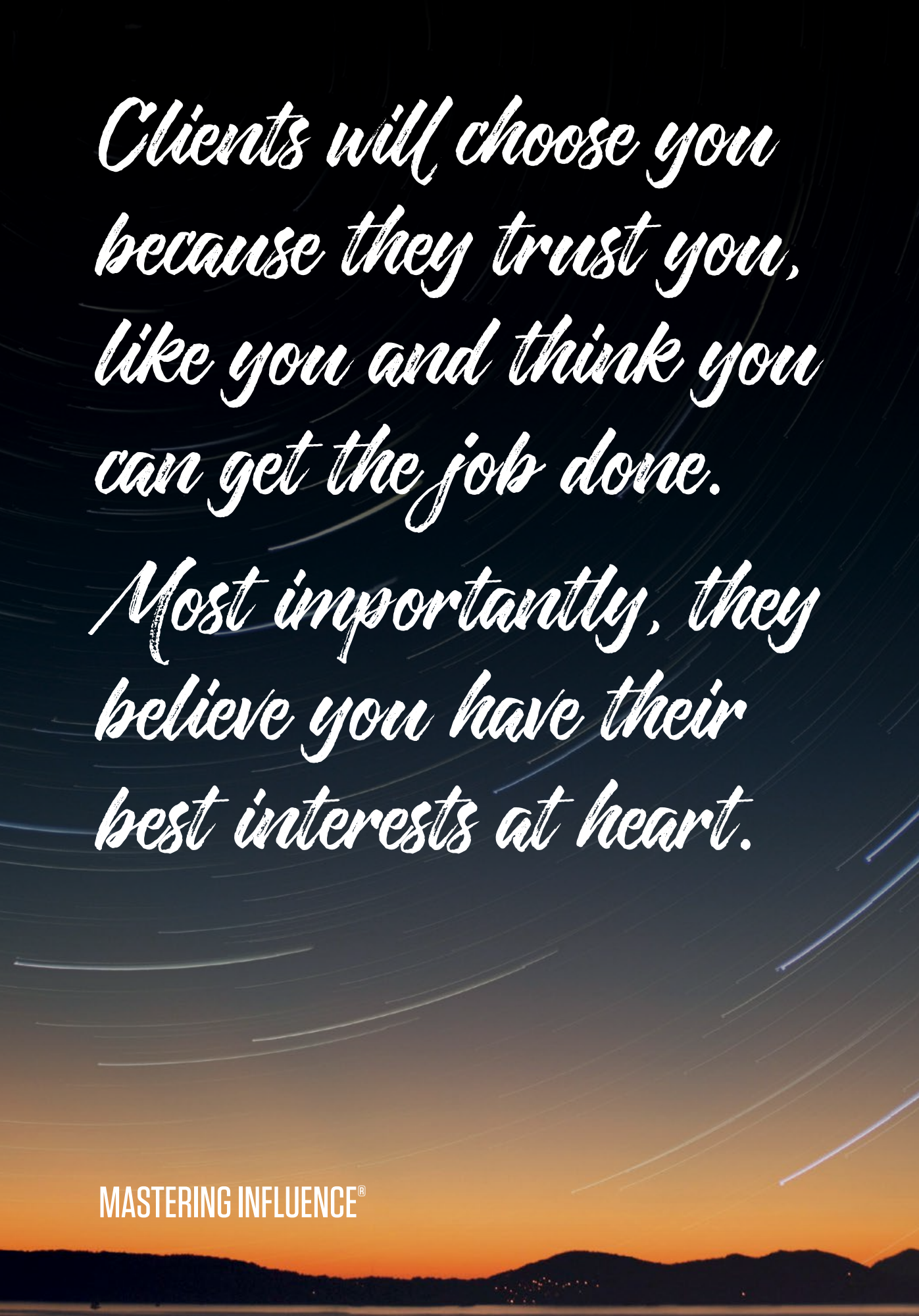
HOW TO USE COMPLIMENTS MORE EFFECTIVELY

1. Give third-party compliments.
2. Give compliments about other people.
3. Don’t compliment the obvious.
4. Write a complimentary thank you note.

HOW TO DEVELOP RAPPORT

1. Find something in common.
2. Match and mirror:
    - Voice quality: volume, tempo, tonality, key words
    - Physiology: posture, movements, gestures, facial expressions, breathing
3. Pace and lead.

WHEN PEOPLE ARE LIKE EACH OTHER, THEY TEND TO LIKE EACH OTHER.


Clients will choose you because they trust you, like you and think you can get the job done.
Most importantly, they believe you have their best interests at heart.
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COMMUNICATION STYLES

1. Visual
2. Auditory
3. Kinesthetic
4. Digital

TO INFLUENCE ALL TYPES OF PEOPLE, YOU NEED THE ABILITY TO COMMUNICATE IN ALL FOUR STYLES SO YOU CAN ENTER THEIR WORLD.

CREATING UNITS OF INTEREST

1. Make a Big Fat Claim
2. State a Fact ("Because...")
3. State a Benefit ("Which means to you...")
4. State Another Benefit ("What that really means to you is...")
5. Provide Evidence ("And the reason I say that is...")
6. Get Permission to Probe ("My purpose at this time is to get your answers to some questions...")

DEFEATS

Evidence DEFEATS disbelief!

Demonstrate

Example

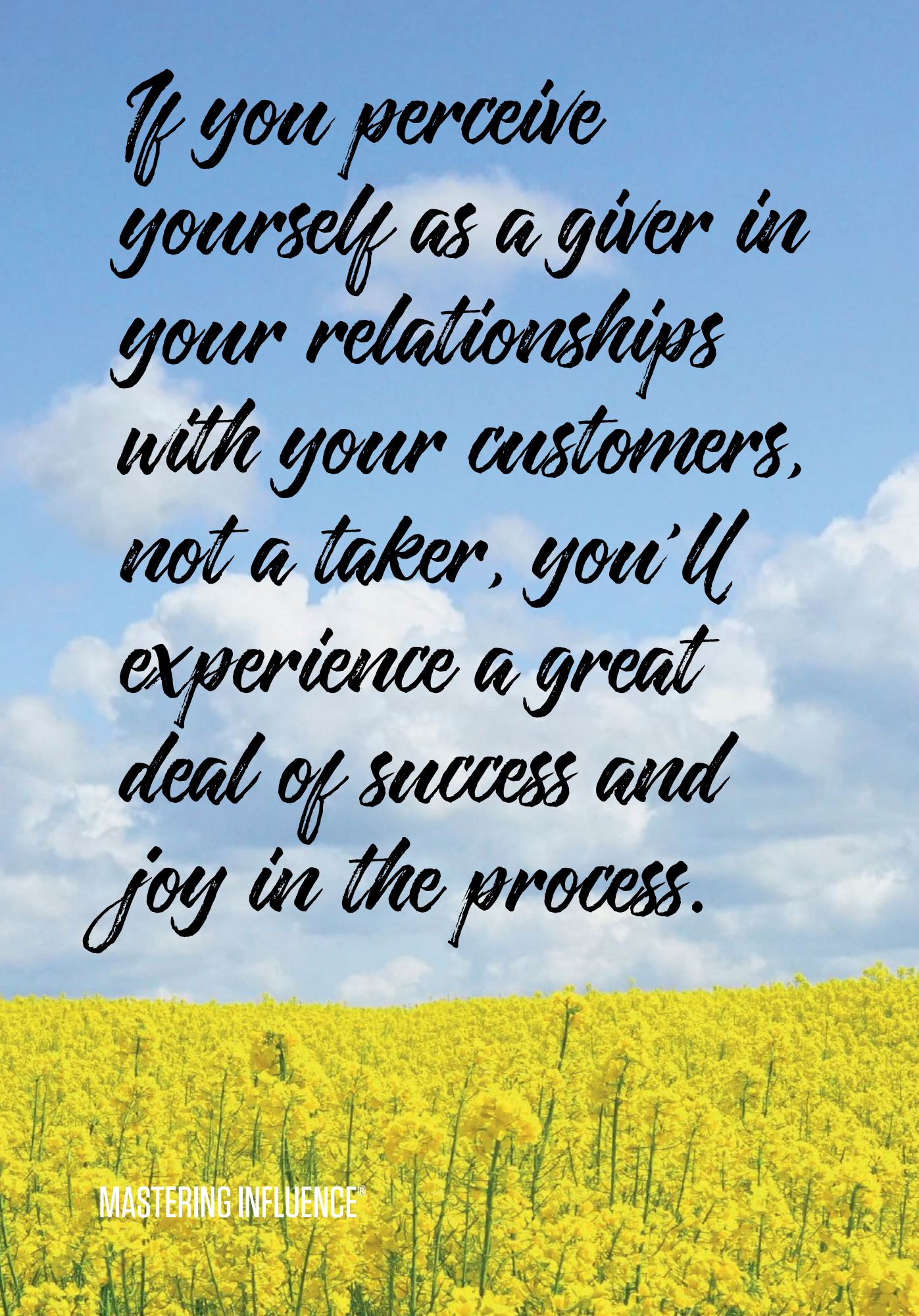
Facts

Exhibition

Analogy

Testimonials

Statistics


If you perceive yourself as a giver in your relationships with your customers, not a taker, you'll experience a great deal of success and joy in the process.
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QUESTIONS FOR QUALIFYING CUSTOMERS

NWWAM

Needs

Wants

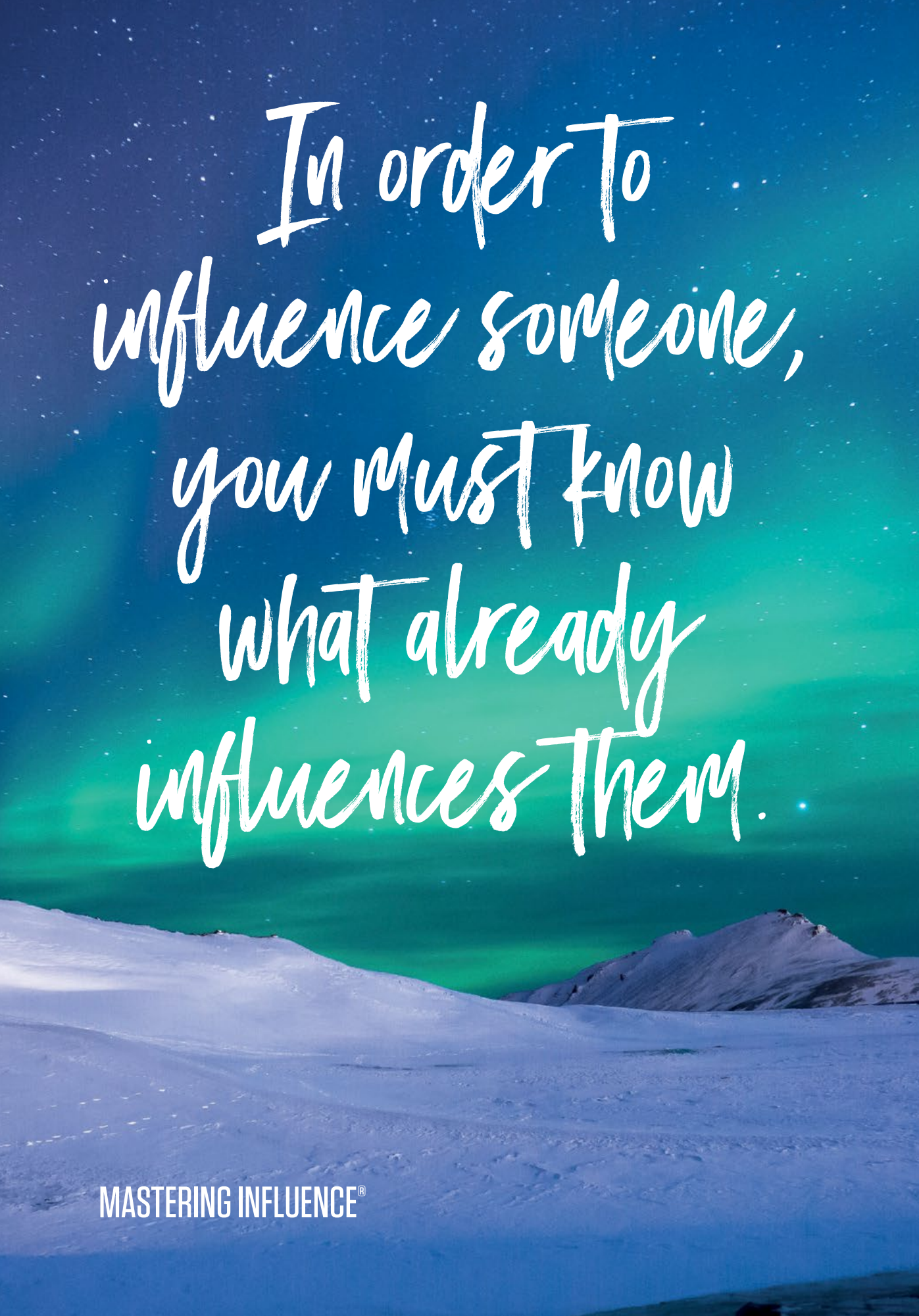
Wounds

Authority

Money

SORTING STRATEGIES / METAPROGRAMS

1. Toward / Away
2. Internal / External (Frame of Reference)
3. Possibility / Necessity
4. Matcher / Mismatcher (Relationship Sort)
5. Self / Others / Details (Attention Sort)
6. Completion / Process
7. Convincer Strategy
8. Generality / Specificity
9. Past / Future
10. Cost / Convenience


In order to influence someone, you must know what already influences them.
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3 WAYS TO CREATE CONVICTION

1. Work on your personal congruency.
2. Work on your ERBNs and LRBNs.
3. Give prospects enough units of conviction to justify buying.

THE ONLY PURPOSE OF A PRESENTATION IS TO CREATE CONVICTION THAT YOU CAN MEET THE PERSON'S NEEDS.

UNITS OF CONVICTION

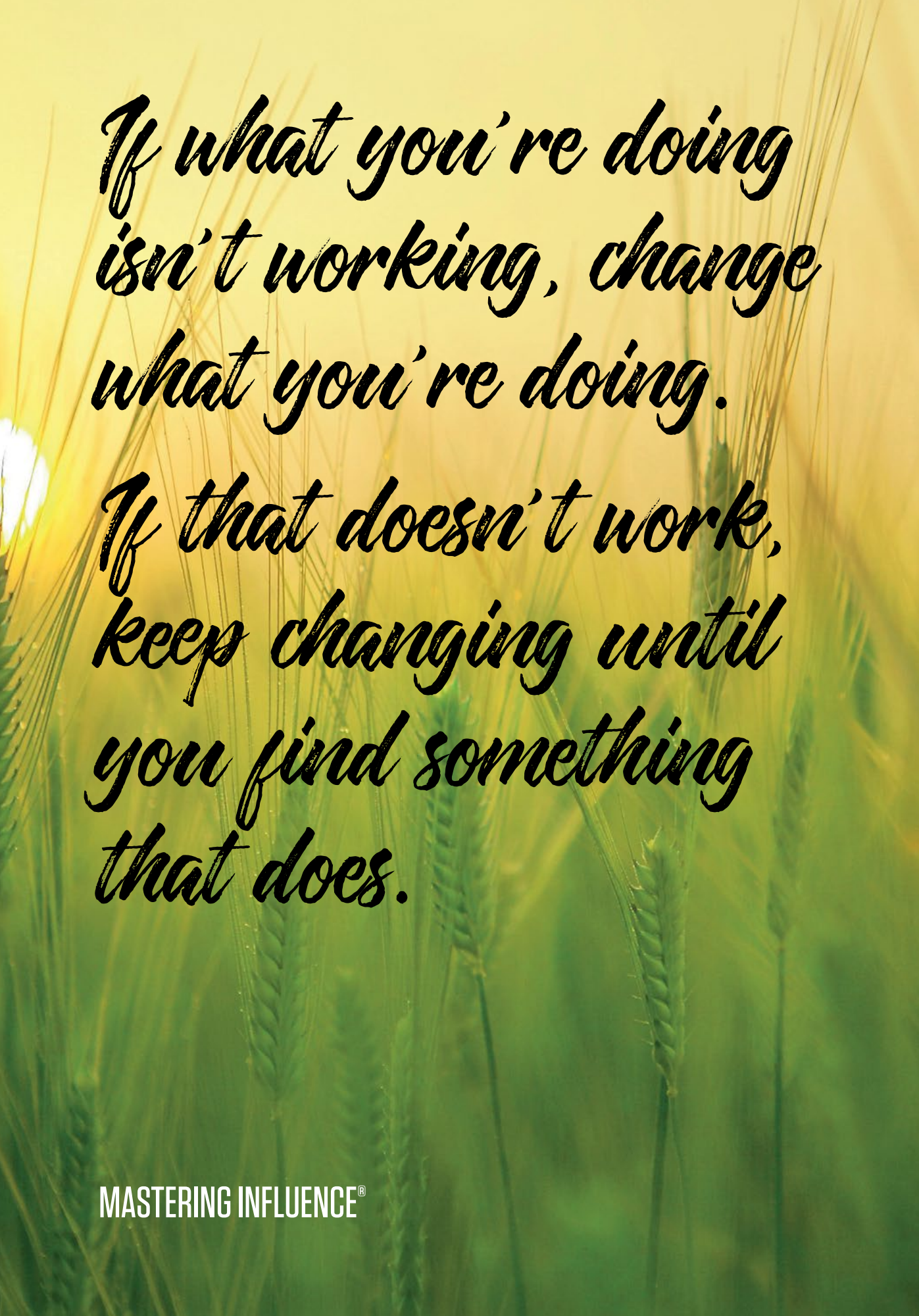
Claim	_____
Fact	(“Because…”)
Benefit	(“Which means to you…”)
Benefit	(“And that really means…”)
Evidence	(DEFEATS)
Permission	to ask questions (“My purpose at this time is to get your answers to a few questions…”)
Test close	(“In your opinion, do you feel…”)

3 TYPES OF TEST CLOSES

1. **Opening Test Close**
   "How long have you been considering owning . . .?"
2. **Trade-off Test Close**
   "Would it be worth _____ in order to have _____?"
3. **Progressive Test Close**
   "If you were to go ahead with this, when would you want the service to begin?"

SIGNS THAT A PROSPECT IS READY TO BUY

Facial muscles:	Tight
Posture:	Relaxed
Hands:	Open, touching product or application form
Attitude:	Friendly
Conversation:	Talk about the product as if they already own it


If what you're doing isn't working, change what you're doing.
If that doesn't work, keep changing until you find something that does.
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3 STRATEGIES IF PROSPECTS ARE NOT CONVINCED

Point: "You want a _____ that will _____. Is that correct?

Tell: "Our _____ will do that for you."

Paint: "When you own this product, _____ happens.
[Set the time and place.]
Is this what you really want?"

10 STEPS TO HANDLING ANY OBJECTION

1. Ignore it
2. Hear the person out
3. Feed it back (nicely)
4. Question it (get more information)
5. Make it a final objection
6. Align with the prospect and provide a cushion
7. Turn it into a question
8. Answer the question (Why Tom & Ed)
9. Tie it down and test close
10. Assume the sale

Until you know
the objection,
you can't make
the sale.
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WHY TOM AND ED?

***W**hy?*

Turn it around

Outweigh it

Minimize

and

Explain

Deny it

6 WAYS TO MAKE IT EASY TO BUY

1. Order-blank close
2. Minor close
3. Alternate choice close
4. Congratulate them on making a wise decision
5. Use contrast
6. Make it fun

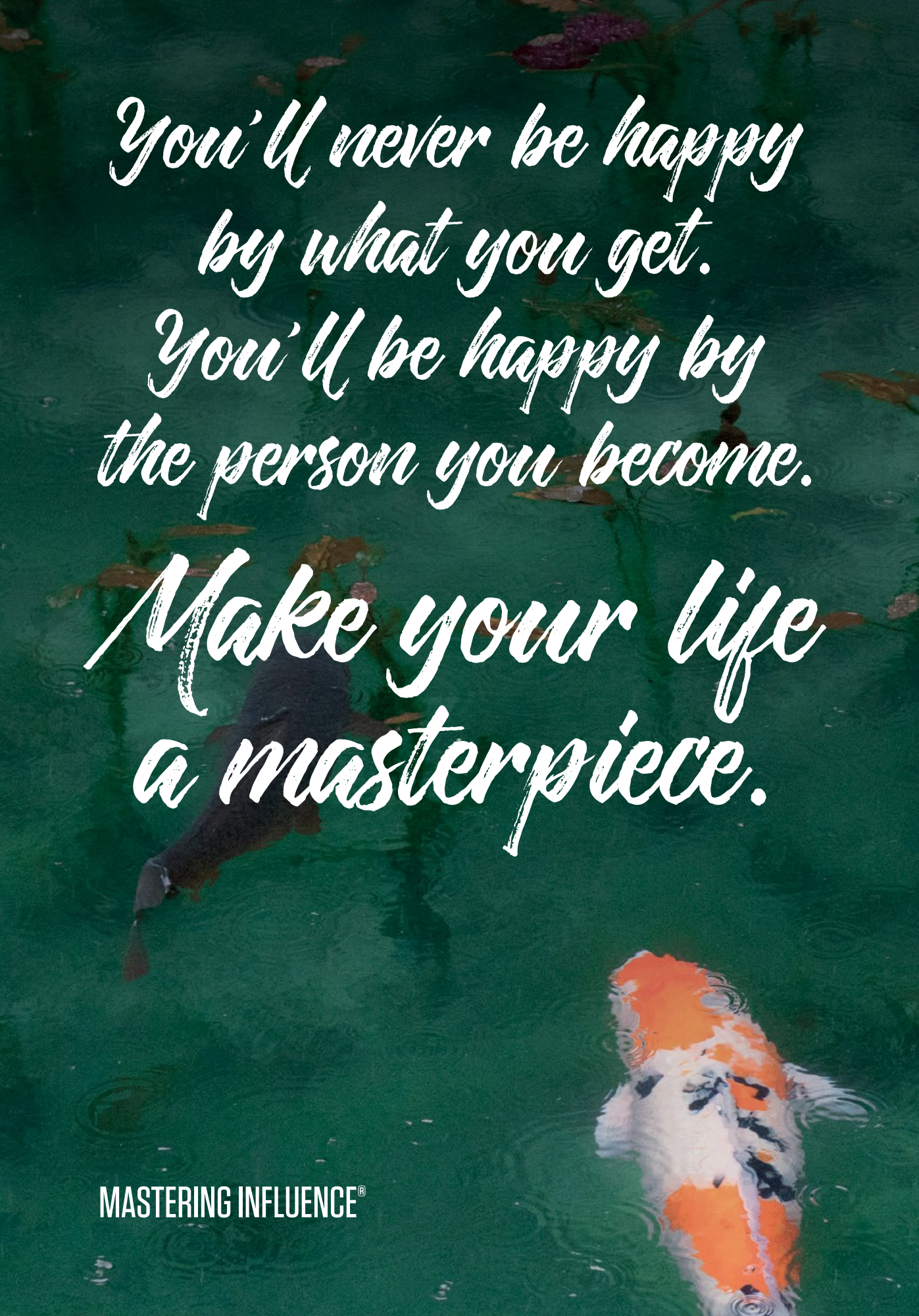
ALWAYS SEARCH FOR REFERRALS

1. **Believe** that you will get them.
2. **Enroll** your clients in supporting you; ask them to call two of the five referrals right then and there.
3. Offer a referral fee or **gift.**
4. Find out as much **information** about the referral as possible.

HOW TO USE REFERRALS

1. Use a third-party compliment.
2. Create a key person file.

ONE REFERRAL IS WORTH 15 COLD CALLS. EVERY TIME YOU MAKE A SALE, AND EVEN IF YOU DON'T GET THE SALE, ASK FOR REFERRALS!


You'll never be happy
by what you get.
You'll be happy by
the person you become.
Make your life
a masterpiece.
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